

PUBLISHED WEEKLY • 12TH YEAR OF PUBLICATION

File Copy
Feb 21, 1951

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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february

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march

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING FRIDAY, JANUARY 18, 1952</u>			
Just Issued	ADVANCE 1952 FALL WOOLEN COLLECTION	THE TEXTILE COLOR CARD ASS'N OF THE U.S., INC.	200 MADISON AVENUE
	Three distinct color groups, consisting of thirty-two shades, are shown in different weight fabrics in the Textile Color Card Association's Advance 1952 Fall Woolen Collection. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.		
Now Going On	SHOWING OF SUMMER COLLECTION	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM-19TH FLOOR
	Summer collection, designed by Madeleine Fauth for Arkay Junior Frocks, will be presented at 11:00 A.M. and 3:00 P.M. daily. Contact: LO. 5-2626.		
Now Going On	KNITTED SPORTSWEAR SUMMER COLLECTION	LASS O'SCOTLAND	1407 BROADWAY SHOWROOM-12TH FLOOR
	Lass O'Scotland will present the Summer collection of knitted sportswear at 10:30 A.M. and 2:30 P.M., daily. Publ.: Margaret Hodge, LO. 4-5134.		
Friday Jan. 18 2:30 P.M.	PREVIEW OF SUMMER SPORTSWEAR COLLECTION	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Presentation to the press and trade of the Summer collection by Ciro Sportswear. By invitation only. Publicity: Emily Ryon, CH. 4-6851.		
Jan. 19- Jan. 26	ANNUAL NATIONAL CROCHET WEEK, NATIONAL NEEDLECRAFT BUREAU, THROUGHOUT THE COUNTRY. Publicity: George Pounder, LE. 2-4455.		

WEEK BEGINNING MONDAY, JANUARY 21, 1952

Beginning Monday Jan. 21 10:30 A.M.	DAILY SHOWINGS OF SUMMER COLLECTION	NELLY DE GRAB	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	"Summer Symphony"--Nelly De Grab will present the Summer collection at informal showings for press and trade, beginning Mon. Jan. 21 at 10:30 A.M. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Monday Jan. 21 3:30 P.M. Cocktails	COCKTAIL PREVIEW OF SUMMER COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
	Presentation of Jerry Parnis' collection of Summer cottons, for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Jan. 21 5:00 P.M. Cocktails	FASHION SHOW AND RECEPTION	AVONDALE MILLS	HOTEL PLAZA TERRACE ROOM
	Presenting "Companion Colors" cotton fashions, at a reception and showing for wholesalers and retailers of "over-the-counter" piece goods, and the fashion press. The 1952 Maid of Cotton will be present. By invitation only. Publicity: Alyce Dunshee, WO. 2-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 22 9:30 A.M. Breakfast	PRESENTATION OF DESIGN COMPETITION AWARDS Official presentation of Awards will be made to winning manufacturers in the First Annual Hess Brothers Versatility in Design Competition. By invitation. Publicity: Eileen Milling, Bert Nevins, Inc. WI. 7-9715.	HESS BROTHERS	WALDORF-ASTORIA ASTOR GALLERY
Beginning Tuesday Jan. 22 10:00 A.M.	SHOWING OF SUMMER COLLECTION Presentation of Junior Formals' Summer collection, designed by Rappi, with showings at 10:00 A.M., 1:00 P.M. and 3:00 P.M., daily. Contact: LO. 5-2626.	JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Beginning Tuesday Jan. 22 11:00 A.M.	SUMMER COLLECTION BY ANNE FOGARTY Anne Fogarty's Summer collection, designed for Margot, Inc., will be shown at 11:00 A.M., 2:00 P.M., and 4:00 P.M. Contact: Jo Marmo, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Tuesday Jan. 22 11:30 A.M.	PREVIEW: ANNY BLATT KNIT SWEATERS & SKIRTS Brief showing of machine-knit sweaters and skirts, designed by Anny Blatt of Paris, for Morgan Clan Knitting Mills. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	MORGAN CLAN KNITTING MILLS	1410 BROADWAY SHOWROOM
Tuesday Jan. 22 2:00 P.M. 4:30 P.M.	PRESS PREVIEW: AMERICAN COSTUMES & FURNISHINGS "Ribbons and Laces, and Old-Fashioned Faces"--an exhibition of portraits, costumes, and furnishings of Early America, arranged by the Costume Institute of the Metropolitan Museum of Art. <u>Open to public: Friday, Jan. 25.</u> Publicity: Lillian Green, TR. 9-5500, Ext. 442.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Tuesday Jan. 22 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce the 1952 Maid of Cotton and her washable cotton wardrobe at the 25th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521.	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Jan. 23 9:30 A.M. Breakfast	"CELEBRITEES" SPRING & SUMMER HANDKERCHIEFS Press preview of "Celebrities" handkerchief collection for Spring and Summer, introducing Rene Hubert printed handkerchiefs. By invitation only. Publicity: Fran Healy, FL. 7-5809.	INTERNATIONAL HANDKERCHIEF CO.	17 EAST 37TH STREET SHOWROOM
Wednesday Jan. 23 12:00 Noon Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes, created by leading designers, in John Walther fabrics. By invitation only. Publicity: Elena Turner at Walter Harrison Smith Associates, JU. 6-0143.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 23 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON SHOWING Resort and Spring fashions will be presented by Bonwit Teller at "Holiday Living" show in coordination with Holiday magazine. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CRUISE FASHIONS Presentation of Cruise fashions by Margaret Newman during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278 or PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Jan. 23 3:30 P.M. Cocktails	PRESS SHOWING OF SPRING JEWELRY Karu will present their Spring jewelry collection to the press. By invitation only. Publicity: June Greenwall, LE. 2-5377.	KARU	411 FIFTH AVENUE SHOWROOM-5TH FLOOR
Wednesday Jan. 23 5:30 P.M. Cocktails	SHOP TALK ON RADIO AND TV "Radio and TV from A to Z" will be discussed at the Advertising Women's Shop Talk. Speakers: Susan Adams, Babette Doniger, Ferle Helen Hoffman, Lillian Shapiro, Jean Williams, Geraldine Zorbaugh. Price: \$4.75 (includ- ing tax and tip). Contact: Mabel Blake, 1233 Sixth Ave., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Thursday Jan. 24 9:00 A.M. Breakfast	PRESS & TRADE SHOWING OF SUMMER COLLECTION Showing of Raissa Masket Inseparables for Summer, designed by Pembroke Squires; also, introduction of a special group of sportswear, designed by Teddy Tinling of London. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	MASKET BROS SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Thursday Jan. 24 9:15 A.M. Breakfast	PREVIEW: SPRING BRA FASHIONS Presentation to the press of Lovable's bra and "sun-sets" for Spring and Summer. By invitation only. Publicity: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM
Thursday Jan. 24 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview of Benham Originals for Summer by Bender and Hamburger. (Note <u>Change of Date and Time</u>). By invitation. Publ.: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday Jan. 24 12:30 P.M. Luncheon	SHOWING OF SOPHIE ORIGINALS FOR SPRING Luncheon showing of Sophie Originals. Press by invitation. Public by reservation: EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Thursday Jan. 24 3:00 P.M. Cocktails	RESIDENT BUYERS' PREVIEW: DAVID CRYSTAL SUMMER DRESS COLLECTION Resident buyers' preview for Summer. By invitation. Showing of Crystal dresses; Haymakers separates, Lady Northcool suits, Izod of London men's shirts and Emilio of Capri sunclothes will begin <u>Monday, Jan. 28 at 10:30</u> <u>A.M. and 2:30 P.M., daily.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday Jan. 24 3:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER DRESS FASHIONS Press preview of Donald Dress "dusk to dawn designs" for Spring and Summer. By invitation only. <u>Trade showings, beginning Monday, Jan. 28</u> <u>at 10:30 A.M., 1:30 P.M. and 3:30 P.M., daily.</u> Contact: Chester Herzog, LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 24 4:00 P.M. Cocktails	SUMMER COLLECTION AT PRESS PREVIEW Presentation to the press of Hannah Troy's collection for Summer. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU.9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday Jan. 24 4:30 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY EDITORS Skol will invite the beauty editors to a cocktail party in the Petit Salon. By invitation. Publicity: Marcella Holmes, J. Walter Thompson, MU.3-2000.	SKOL	PARK LANE HOTEL PARK AVE. & 48TH ST.
Friday Jan. 25 2:30 P.M.	RESIDENT BUYERS' PREVIEW OF SUMMER COLLECTION Junior Miss fashions for Summer will be presented to resident buyers by Horwitz and Duberman. By invitation. Contact: Bill Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday Jan. 25 3:00 P.M.	SPRING FURS AT PRESS SHOWING Greenwood will invite the press to a preview of their Spring fur collection. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	GREENWOOD FURS, INC.	130 WEST 30TH ST. SHOWROOM-12TH FL.
Monday Jan. 28 4:00 P.M.	PREVIEW: PIERRE BALMAIN & MARIA KRUM COLLECTIONS Press preview of <u>Pierre Balmain's</u> first American collection and <u>Maria Krum's</u> collection for late Spring and Summer. By invitation only. <u>Opening for trade on Wednesday, Jan. 30 at 4:00 P.M.</u> , with daily showings thereafter at 4:00 P.M. Contact: Dorothy L. Smith, Managing Director, CI.7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SHOWROOM

Beginning	SUMMER OPENINGS	FASHION ORIGINATORS'	INDIVIDUAL NEW YORK
Monday Jan. 28	OF FOGA The FOGA Collections will open on the following dates: <u>Monday, Jan. 28</u> PAUL PARNES CORP. <u>Tuesday, Jan. 29</u> BEN BARRACK, INC. A. GOODMAN & CO., INC. HORWITZ & DUBERMAN, INC. BEN REIG, INC. RUDOLF GOWNS <u>Wednesday, Jan. 30</u> DEITSCH, WERSBA & COPPOLA, INC. ELFREDA-FOX, INC. <u>Thursday, Jan. 31</u> GRABOIS MARTIN SIMON, INC. <u>Saturday, Feb. 2</u> ED GERRICK, INC. <u>Monday, Feb. 4</u> FRED GREENBERG DRESS CO. INTERNATIONAL DRESS CO., INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	GUILD OF AMERICA, INC.	SHOWROOMS
			<u>Tuesday, Feb. 5</u> LARRY L. ALDRICH CO., INC. HANSEN BANG, INC. CAPRI FROCKS, INC. JOSEPH HALPERT, INC. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN, INC. DAVID LEVINE CO. MILMONT GOWNS CO., INC. PARNIS-LIVINGSTON, INC. HERBERT SONDHEIM, INC. TALMACK, INC. HANNAH TROY, INC.
			<u>Wednesday, Feb. 6</u> BEN J. GAM, INC. FRANK STARR, INC.
			<u>Friday, Feb. 8</u> NATHAN-STRONG, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 28	OPENING OF SPRING AND SUMMER COLLECTION Showings of daytime, dinner and evening gowns at 10:30 A.M., 2:30 P.M., 4:00 P.M. daily. Contact: Minnie Borden, LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies; Charles Creed; Digby Morton; Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London W.1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1, ENG.
Tuesday Jan. 29 12:00 Noon Cocktails; Luncheon	LUNCHEON FOR BEAUTY EDITORS "Pink Letter Day"--Toni will invite the press to cocktails at 12:00 Noon and luncheon at 12:30 P.M., at the Carlton Room. By invitation. Publicity: Eileene Oberling, 456 Merchandise Mart, Chicago; Whitehall 4-1800.	THE TONI COMPANY	CARLTON HOUSE 61ST ST. & MAD. AVE.
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Eighth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: RE. 3-0500, Fashion Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday Jan. 29	OPENING OF SUMMER COLLECTION Daily showings at 1:00 P.M. and 4:00 P.M. Contact: Robert Macrae, WL 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Wednesday Jan. 30 12:30 P.M. Luncheon	SHOWING OF FURS AND GOWNS DURING LUNCHEON "Charm Unlimited"--showing of Spring furs by Jules Hartenstein and gowns by Philip Hulitar. Press by invitation. Public by reservation; contact: Fashion Show Reservations; TE. 8-8000. Hartenstein Publicity: Melrick Landen Associates, BR. 9-4654. Hulitar Contact: Peter Gallagan, CO. 5-7145. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JULES HARTENSTEIN FURS; PHILIP HULITAR GOWNS	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 30 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Spring fashions by Boue Soeurs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Boue Soeurs contact: PL. 3-8270. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BOUE SOEURS (9 EAST 54TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Jan. 31 10:00 A.M.	OPENING OF SUMMER COLLECTION Opening of Adele Simpson's Summer collection, with showings daily there- after at 10:00 A.M. By invitation only. Contact: LA. 4-7627.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday Jan. 31 12:30 P.M. Luncheon	PATTULLO-JO COPELAND SPRING FASHIONS Showing of Spring fashions by Pattullo-Jo Copeland. Press by invitation. Public by reservation. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 31 4:30 P.M. Champagne	OPENING CELEBRATION FOR "INGENUE" STORE Press will be invited to a champagne party and opening of I. Miller's "Ingenue" store. By invitation only. Contact: Anita Jones, BR. 9-2000.	I. MILLER & SONS	715 FIFTH AVENUE
Beginning Friday Feb. 1	SILK WINDOW DISPLAY CONTEST A nationwide contest to select the "Ten Best-Dressed Silk Windows" in- stalled by stores during February will coincide with "World of Silk" promotion, sponsored by Int'l Silk Assn. Publ.: Eleanor Lambert, MU.8-2130.	INTERNATIONAL SILK ASSOCIATION (USA) INC.	THROUGHOUT THE COUNTRY

*Check
Schedule
From
Paris*

Beginning Friday Feb. 1	TENTATIVE OPENING DATES:	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	<u>Fri., Feb. 1:</u>	BRUYERE, HEIM, SERGE KOGAN, MAGUY, RICCI.	
	<u>Sat., Feb. 2:</u>	CARVEN, DESSES, MONTAIGNE, PAQUIN, HENRY PENSEE.	
	<u>Sun., Feb. 3:</u>	JACQUES FATH, GRIFFE.	
	<u>Mon., Feb. 4:</u>	ANNY BLATT, LAFAURIE, MANGUIN, de RAUCH, MAGGY ROUFF.	
	<u>Tues., Feb. 5:</u>	BOREA, DIOR, GRES, GRIFFE, HERMES, LANVIN, PATTON, ROCHAS.	
	<u>Wed., Feb. 6:</u>	BALENCIAGA, BALMAIN, PATOU, PATTON, RENAL, WORTH.	
	<u>Thurs., Feb. 7:</u>	BALENCIAGA, CALIXTE, CHAUMONT, LECOMTE, SCHIAPARELLI, VRAMANT.	
	<u>Fri., Feb. 8:</u>	CLARENCE, ED. SYNE.	
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		

Sunday Feb. 3- Feb. 5	AMERICAN HAIR FASHION CONFERENCE & TRADE SHOW Publicity: Marion Rudoy, 175 Fifth Avenue, OR. 4-1428.	HAIRDRESSERS' BOARD OF TRADE OF N.Y., INC.	HOTEL NEW YORKER
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Beginning Monday Feb. 4	OPENING OF SUMMER LINES Sportswear Guild Members will open Summer collections on these dates:	SPORTSWEAR GUILD	INDIVIDUAL SHOWROOMS
	<u>Monday, Feb. 4</u> SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.		<u>Wednesday, Feb. 6</u> DAVIDOW DAVID M. GOODSTEIN MUTUAL-ROSENBLOOM CO.
	<u>Tuesday, Feb. 5</u> ADLER & ADLER, INC. KANE-WEIL		<u>Thursday, Feb. 7</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG CO.

Beginning Monday Feb. 4 1:00 P.M.	OPENING OF SUMMER COLLECTION Debutante will present their Summer collection, sizes 7 to 15, designed by Robert Bart, beginning at 1:00 P.M., daily. Contact: LO. 5-6150.	DEBUTANTE, INC.	498 SEVENTH AVENUE SHOWROOM-7TH FLOOR
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Tuesday Feb. 5- Feb. 7 8:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Breakfast previews of Carolyn Schnurer's Summer collection, Feb. 5 through Feb. 7. By invitation only. Trade showings, beginning Friday, Feb. 8 at 12:30 P.M. (box lunch) and 3:30 P.M., daily. Publ.: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FL.
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Monday Feb. 5 12:30 P.M. Luncheon	PRESS SHOWING: MILLINERY BY TATIANA DU PLESSIX Press preview of custom millinery collection by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Adler & Adler's Summer collection, designed by Lorraine Budney. By invitation only. <u>Trade Opening</u> , beginning Feb. 5 at 10:30 A.M. and daily thereafter. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Tuesday Feb. 5 3:30 P.M. Cocktails	SWISS FABRIC SHOW OF LUXURY COTTONS Ninth annual presentation to the press and retail trade of fashions in luxury Swiss cottons, selected from current Summer collections, in coop- eration with U.S. designers and manufacturers. By invitation only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & N. Y.	WALDORF-ASTORIA STARLIGHT ROOF
<i>Monday</i> Tuesday Feb. 4 3:45 P.M. Cocktails	SHOWING OF SUMMER COORDINATES COLLECTION Lotte of Drewyn will present her Summer collection, "Through The Camera's Eye"---career girl coordinates, inspired by her trip to Italy, India and the East. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490. <i>(Note: Change of Date)</i>	DREWYN LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Wednesday Feb. 6 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON SHOWING Presentation of bridal and bridesmaids fashions for Spring by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Publicity: Ruth English, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Feb. 6 1:00 P.M.	SHOWING OF SUMMER COLLECTION Daily showings of Summer collection designed by Celia Phillips and Peg Endersby, at 1:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Beginning Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Ceil Chapman will present her Summer collection at 2:30 P.M., Feb. 6--- Feb. 8; Feb. 11--Feb. 15; Feb. 18--Feb. 21. Contact: Alto Schiffrine, LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday Feb. 6 5:00 P.M. Cocktails	PREMIERE PREVIEW OF SUMMER COLLECTION Esther Reifer will invite the press to the premiere showing of her own Summer collection. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108.	ESTHER REIFER, INC.	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Beginning Thursday Feb. 7 10:30 A.M.	SHOWING OF SUMMER COLLECTION Presentation of the Summer collection of cocktail, dinner and evening gowns by Philip Hulitar at 10:30 A.M. and 2:30 P.M., daily. Contact: Peter Gallagan, CO. 5-7145.	PHILIP HULITAR	37 WEST 47TH STREET SHOWROOM-11TH FLOOR
Wednesday Feb. 7 12:30 P.M. Luncheon	SPRING COATS & SUITS AT LUNCHEON SHOWING Presentation of a collection of Spring coats and suits by George Carmel, Ben Gershel, Monte-Sano & Pruzan, and Ben Zuckerman at Saks Fifth Avenue luncheon showing. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 8 9:30 A.M. Coffee	PRESS PREVIEW OF SUMMER COLLECTION Carlye will present a preview of Summer fashions for juniors. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MO.)	1451 BROADWAY SHOWROOM-5TH FLOOR
Friday Feb. 8 10:30 A.M.	PREVIEW: FOX FURS FOR SPRING Presentation of a comprehensive Spring showing of fox furs. By invitation only. Contact: Catherine Sisman, PL. 5-2538 or CH. 3-5656.	GRUSKIN & FELDMAN (150 WEST 28TH STREET)	WALDORF-ASTORIA ASSEMBLY ROOM
Monday Feb. 11 12:30 P.M. Luncheon	NETTIE ROSENSTEIN SPRING FASHIONS Presentation by Saks Fifth Avenue of a collection of Spring fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Monday Feb. 11 3:30 P.M.	PREVIEW FOR PRESS OF SUMMER DRESS COLLECTION Arnold & Fox will present the Summer dress collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings</u> : Tues., Feb. 12, Wed., Feb. 13, and Thurs., Feb. 14 at 3:30 P.M. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Wednesday Feb. 13 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Feb. 14 9:30 A.M. Breakfast	BRIDAL FASHIONS AT PRESS SHOWING Valentine showing of bridal fashions at a breakfast for the press. By invitation only. Showing for public at 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 783.	GIMBELS	3RD FLOOR BRIDAL SALON
Thursday Feb. 14 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will hold its Accessories Division luncheon meeting. Chairman: Matilda Taylor, "Women's Wear Daily". Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Russeks will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday Feb. 15 12:00 Noon Cocktails; Luncheon	SUN GLASS SHOWING FOR MAGAZINE EDITORS "Look Smart--Be Safe--Wear Sun Glasses"--presentation of 1952 sun glass fashions to magazine editors. By invitation only. Publicity: Gar Schmitt, Hill and Knowlton, LA. 4-1420.	L.J. HOUZE CONVEX GLASS (POINT MARION, PA.)	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 18 12:30 P.M. Luncheon	SHOWING OF MAURICE RENTNER SPRING FASHIONS Saks Fifth Avenue will present Spring fashions by Maurice Rentner during luncheon. Press by invitation. Public by reservation; contact: EL.5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna will show Spring fashions by Nettie Rosenstein and Ben Zuckerman. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 20 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER SHOES Press preview of "Encore" Spring and Summer shoe collection, featuring exclusive designs of Anthony Mascioli. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	TAILORED WOMAN	742 FIFTH AVENUE SHOE SALON-MAIN FL.
Monday March 3 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. <u>Showing to public on Tues., March 4, at 2:30 P.M.</u> Publicity: Alice Feuer, JU. 6-1000.	JAY THORPE	4TH FLOOR

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday March 4	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC., TE. 8-8171
Tuesday March 4	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF, PL. 3-7300
Wednesday March 5	<u>MILGRIM</u> At 11:30 A.M.	6 EAST 57TH ST.	PUBL.: GERTRUDE LETTESE, CI. 7-7200
Wednesday March 5	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT, MU. 8-2130
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON, CI. 7-1100
Thursday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT, PL. 3-4000
Monday March 10	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD, EL. 5-6800

Wednesday March 12 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
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MOVIES...MUSIC...TELEVISION...THEATRE

- Beginning
Monday
Jan. 21 ELEVENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Jan. 21 Jan. 21: Mozart's COSI FAN TUTTE. Jan. 22: Wagner's GOETTERDAEMERUNG.
Jan. 21 Jan. 23: Verdi's LA TRAVIATA. Jan. 24: Puccini's GIANNI SCHICCHI and
Strauss' SALOME. Jan. 25: Verdi's RIGOLETTO. Mat., Jan. 26: Mascagni's
CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Eve., Jan. 26:
Massenet's MANON. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday
Jan. 23; TELEVISION: DON AMECHE--FRANCES LANGFORD SHOW WJZ-TV, CHANNEL 7
Jan. 25 Jan. 23: Presentation of Vanity Fair tricot lingerie designed by Nancy
12:00 Noon Melcher. Jan. 25: Stephanie Cartwright of Couture Fabrics will show new
fabrics and the print story in junior fashions by designers Maxine Bentley
of Youth Guild; Lee Evans of Jerry Greenwald; Anne Fogarty of Margot; and
Horwitz & Duberman. TV Fashion Show Coordinator and Contact: Kay Bardsley,
CI. 7-5700, Ext. 8908.
- Wednesday
Jan. 23 OPENING: "COME OF AGE" CITY CENTER, 131 WEST 55TH STREET
A musical play by Clemence Dane and Richard Addinsell with Muriel Rahn
will be presented by Guthrie McClintic, the third in series of plays for
the Winter Season. Director: Morton da Costa. Setting: Peter Larkin.
Costumes: Frances Jones. Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday
Jan. 23 PREMIERE: "CRY, THE BELOVED COUNTRY" (Movie) BIJOU THEATRE, 209 WEST 45TH
Alan Paton's best-selling novel will be presented in its film version by
London Films Presentation (released by Lopert Films Distributing Corp.).
Produced and directed by Zoltan Korda, it stars Canada Lee, Charles Carson
Sidney Poitier and Joyce Carey. Publicity: Leon Brandt, PL. 7-3330.
- Wednesday
Jan. 30 ANNUAL CONCERT: FRANKLIN D. ROOSEVELT MEMORIAL, WALDORF-ASTORIA, BALLROOM
8:30 P.M. The Franklin D. Roosevelt Birthday Memorial Committee will sponsor the
annual concert by guest artists. Master of Ceremonies: Deems Taylor.
Benefit of the National Foundation For Infantile Paralysis. Contact:
Jack de Simone, Suite 1533, 9 Rockefeller Plaza, CO. 5-7460.
- Wednesday
Jan. 30 OPENING: "GERTIE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
A comedy by Enid Ragnold, British playwright and novelist, will be pre-
sented by Herman Shumlin. Stars: Glynis Johns with Albert Dekker.
Director: Mr. Shumlin. Setting: William and Jean Eckart. Costumes: Hazel
Roy. Publicity: Marian Byram and Phyllis Perlman, CI. 5-9151.
- Thursday
Jan. 31 OPENING: "MONTH OF SUNDAYS" MARTIN BECK THEATRE, 302 WEST 45TH
Starring Gene Lockhart and Nancy Walker. Costumes: Kenn Barr. Director:
B. G. Shevelove. Producer: Carly Wharton. Setting: Jo Mielziner.
Publicity: Philip Bloom, CH. 4-5185.
- Monday
Feb. 4 OPENING: EMLYN WILLIAMS' DICKENS SHOW GOLDEN THEATRE, 252 WEST 45TH ST.
S. Hurok will present Emlyn Williams in the actor-playwright-director's
one-man Charles Dickens show, performing from the author's famous novels
and stories. The limited engagement begins Monday, Feb. 4. Publicity:
Martin Feinstein, PL. 9-6000.
- Thursday
Feb. 7 PREMIERE: "VIVA ZAPATA!" (Movie) RIVOLI THEATRE, B'WAY & 50TH STREET
Twentieth Century-Fox movie about a Mexican farmer who fought to end the
34-year tyranny of dictator-president Diaz. Adapted for screen by John
Steinbeck. Produced by Darryl F. Zanuck. Director: Elia Kazan. Stars:
Marlon Brando, Jean Peters and Anthony Quinn. Costumes: Charles Le Maire
and Travilla. Director of Promotions: Hal Gross, CO. 5-3320.